



MEDIA BACKGROUNDER

Paul's Story

- Drinking and driving by young New Brunswickers is an ongoing crisis. Every year, lives are senselessly lost or destroyed by crashes resulting from drinking and driving. ANBL is taking steps to help reduce this terrible toll.
- The RCMP "J" Division reported the following 2007 stats:
 - Out of the 78 fatalities due to collisions in New Brunswick, 18 were youth.
 - Of these 18 fatalities, eight were drivers (five males) and 10 were passengers (four males).
 - The causes of deaths were aggressive driving, lack of seat belt use and alcohol.
- *Paul's Story* is a social marketing campaign developed by ANBL targeting New Brunswick males aged 16-19.
- The goal of *Paul's Story* is to build awareness of the dangers of drinking and driving, allowing friends and family to drink and drive and getting into a car with an impaired driver.
- The campaign is designed to reach a very hard-to-reach group - young people, particularly young males, aged 16 to 19. They don't watch TV or read newspapers in the same way that previous generations did.
- It is well-documented that males aged 16-19 spend hours each week online, playing video games, downloading music, Instant Messaging, updating Facebook® or MySpace® profiles and posting videos to YouTube®. For this reason the decision was made to use online social media tools to reach this audience.
- Generating awareness and behavioural change among New Brunswick teens requires that an emotional connection be made with this media savvy, sometimes jaded audience. To connect with them, *Paul's Story* was created in a very realistic manner.
- *Paul's Story* is a campaign with several components. First, *Paul's Story* videos and photos were uploaded to social media websites in the viral phase of the campaign. Second, the creative developed for the videos will be used in a traditional social marketing phase over the summer and into the fall. This helps extend the campaign and gives ANBL greater value for its investment.
- To our knowledge, no other liquor jurisdictions have undertaken such an innovative approach to keeping youth safe on the road.
- *Paul's Story* was approved by Alcohol NB Liquor's Board of Directors.
- *Paul's Story* consists of 10 webisodes posted on YouTube.
- In the first blog, Paul Underhill, a grade 12 New Brunswick high school student, is introduced when he posts a "blog" for a school project. Two weeks later, Paul posts an emotive video describing his involvement in a crash, with tragic results.
- A series of related videos are posted by Chantal Leblanc, the girlfriend of one of the crash fatalities. She criticizes Paul's use of the Internet to communicate his side of the story, and tells him how his actions have made her feel. It is through Chantal's dialogue that the viewer engages in the conflict and debates Paul's ill-fated decision.



ENDORSEMENTS

Support for the project has been received from:

- Mothers Against Drunk Driving (MADD) Canada
- Teens Against Drinking and Driving (TADD) New Brunswick
- New Brunswick Advisory Council on Youth
- New Brunswick Association of Chiefs of Police – Traffic Sub-committee
- New Brunswick Police Association

TESTAMONIALS

Andy Murie, CEO, Mothers Against Drunk Driving (MADD) Canada

“Any campaign that makes young people think about their own alcohol consumption and risky activities is one worthy of support. Young people respond to campaigns that have been designed for them and thus are more likely to be taken at face value.”

Association of Chiefs of Police Chiefs – Traffic Sub-committee:

“We support any campaign or publicity that sensitizes New Brunswickers to the dangers of drinking and driving. The New Brunswick Traffic Sub-committee on behalf of the New Brunswick Association of Chiefs of Police endorses your initiative”.

Bob Theriault (Staff Sgt.), Traffic Services, RCMP “J” Division

“DUI is the leading criminal cause of deaths in Canada and accounts for nearly 30 percent of all fatally injured victims in car crashes. Youth have been over represented in MV (motor vehicle) crashes. In 2007, nearly 24 percent of all traffic deaths were youth, and alcohol was a contributing factor. ANBL is showing the way by partnering with concerned organizations and taking a lead role in many ways.”

Ivan Corbett, Director, New Brunswick Advisory Council on Youth

“The New Brunswick Advisory Council on Youth supports ANBL's *Paul's Story* social responsibility campaign. It sends the message that drinking and driving can have serious and life altering consequences for everyone. The awareness raised in this innovative campaign will hopefully reduce motor vehicle crashes and deaths due to impairment on New Brunswick highways.”

“The New Brunswick Advisory Council on Youth applauds ANBL for taking an innovative approach to addressing the problem of impaired driving.”



CRASH STATS - 2007 – RCMP

Provided by Bob Theriault (Staff Sgt.), Traffic Services, RCMP “J” Division

All Ages

Crashes:

Number of crashes in New Brunswick where alcohol was a factor (all ages): 19/66
What percent of total crashes is this? 28.7%

Injuries:

Number of serious injuries in New Brunswick where alcohol was a factor (all ages): 39/220
What percent of total injuries is this? 17.7%

* As this only represents serious injuries, the actual numbers are much higher. Serious injuries are defined as being hospitalized for more than 24 hours.

Fatalities:

Number of fatalities in New Brunswick where alcohol was a factor (all ages): 23/78
What percent of total fatalities is this? 29.5%.

Youth (aged 16-19)

Fatalities:

Number of fatalities in New Brunswick involving youth (16-19 year old): 18/78
What percent of total fatalities is this? 23%

9 male, 9 female

Of the 18 killed, 8 were drivers (5 males) and 10 were passengers (4 males). The causes of these deaths include aggressive driving, lack of seat belts and alcohol.